

# Nuevas Adquisiciones

Embajada de los Estados Unidos

BIBLIOTECA BENJAMÍN FRANKLIN

DICIEMBRE 2009

## Servicio Cultural e Informativo

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### AFROAMERICANOS



#### **Freedom's main line: the journey of reconciliation and the freedom rides**

*Derek Charles Catsam*  
Lexington, KY : University Press of Kentucky, 2009.

323.1196 CAT

Shows that courtrooms, classrooms, and cemeteries were not the only front lines in African American's prolonged struggle for basic civil rights. Buses, trains, and other modes of public transportation provided the perfect means for civil rights activists to protest the second-class citizenship of African Americans, bringing the reality of the violence of segregation into the consciousness of America and the world.

### ARTE

#### **Enchanted lives, enchanted objects : American women collectors and the making of culture, 1800-1940**

*Dianne Sachko Macleod*  
Berkeley, CA : University of California Press, 2008.

704.042 MAC

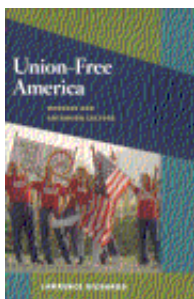
This insightful and beautifully illustrated book offers the first feminist analysis of the phenomenon of women art collectors in America. The author shows how elite women enlisted the objects d'art and avant-garde paintings in their collections in causes ranging from the founding of modern museums to the campaign for women's suffrage.



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## ASUNTOS LABORALES

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### **Union-free America: workers and antiunion culture**

*Lawrence Richards*  
Urbana, IL : University of Illinois Press, 2008.

331.880 RIC

Confronts one of the most vexing questions with which labor activists and labor academics struggle: why is there so much opposition to organized labor in the United States? Lawrence Richards offers a more complete picture of the causes for union decline in the postwar period by examining the attitudes of the workers themselves.

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## BIBLIOTECOLOGIA

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### **Library partnerships: making connections between school and public libraries**



*Tasha Squires*  
Medford, NJ : Information Today, Inc, 2009.

021.24 SQU

Connecting to share ideas, resources, and programs offers schools and public libraries an exciting means of achieving their own goals as well as those of the community at large. In this timely guide, possible avenues for partnership are delved, such as summer reading programs, book talks, resource sharing, and more.

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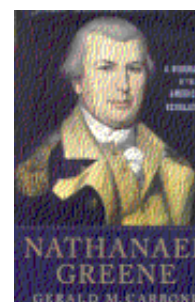
## BIOGRAFIA

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### **Nathanael Greene : a biography of the American Revolution**

*Gerald M. Carbone*  
New York : Palgrave Macmillan, 2008.

973.33092 CAR



When the Revolutionary War began, Nathanael Greene was a private in the militia, the lowest rank possible, yet he emerged from the war with a reputation as one of George Washington's most gifted and dependable officers. The author breathes new life into Greene's story, juxtaposing his military success and tactical genius with the tragedy of his personal life. Greene's brilliant military career has justly earned him a place in the pantheon of Revolutionary War heroes.

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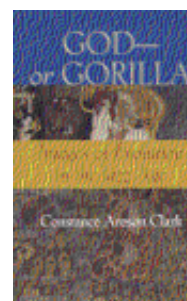
## CIENCIA Y TECNOLOGIA

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### **God -- or gorilla : images of evolution in the jazz age**

*Constance Areson Clark*  
Baltimore, MD : Johns Hopkins University Press, 2008.

569.9 CLA



Offers original insights into the role of images in communicating scientific ideas to the lay public. Provides an intriguing reflection on similar debates in the not-too-distant past. Focusing on the use of images and popularization, the author shows how scientists and anti-evolutionists deployed schematics, cartoons, photographs, sculptures, and paintings to win the battle for public acceptance.



## Web video : making it great, getting it noticed

Jennie Bourne with  
Dave Burstein  
Berkeley, CA : Peachpit  
Press, 2009.

778.593 BOU

Gives you practical step-to-step instruction and advice from top experts in the field, with hands-on projects and footage available for download at the author's Web site. You'll learn everything you need to know to create great video, get it noticed, and make it pay off.

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## CIENCIAS SOCIALES

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### Connecting people with technology : issues in professional communication



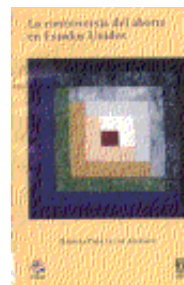
Edited by George F.  
Hayhoe and Helen M.  
Grady  
Amityville, NY : Baywood  
Pub, 2009.

601.4 CON

Explores a number of important areas where technology impacts society and suggests ways that human communication can facilitate the use of that technology. Five topic areas were chosen based on their importance: usability, globalization, health and safety, biotechnology, and corporate communication.

## La controversia del aborto en Estados Unidos

Barbara Driscoll de  
Alvarado  
México : Universidad  
Nacional Autónoma de  
México, Centro de  
Investigaciones sobre  
América del Norte,  
2005.



S 363.46 DRI

Examinar el papel del aborto en el contexto de la historia estadounidense contemporánea abre una ventana importante para entender el desarrollo de la política en ese país: la agenda conservadora, la incursión de los grupos religiosos, los retos que enfrentan los liberales, los partidos políticos e incluso la investigación científica en ciertas áreas, puesto que este tema trascendió el ámbito de la vida privada y la práctica médica y se volvió un importante símbolo en la controversia moral, pero sobre todo política.

### Food : the key concepts

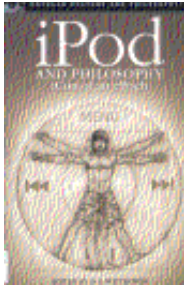
Warren Belasco  
Oxford ; New York :  
Berg, 2008.



641.3 BEL

Presents an exciting, coherent and interdisciplinary introduction to food studies for the beginning reader, and distills food choices down to three competing considerations: consumer identity; matters of convenience and price; and an awareness of the consequences of what is consumed. Concludes with the examination of two very different future scenarios for feeding the world's population: the technological fix which looks to science to provide the solution to our future food needs, and the anthropological fix, which hopes to change our expectations and behaviors.

## iPod and philosophy: iCon of an ePoch



*Edited by D.E. Wittkower*  
Chicago, IL : Open Court,  
2008.

006.5 IPO

Analyses how iPod is changing our relationship to music, but also to the spoken word and personal space. Brings together young and older minds who consider the impact of rapid information, communication, and entertainment technologies on self, society and culture in the twenty-first century.

## Moral machines : teaching robots right from wrong



*Wendell Wallach, Colin Allen*  
Oxford ; New York, NY :  
Oxford University Press,  
2009.

629.892 WAL

Computers are already approving financial transactions, controlling electrical supplies, and driving trains. Soon, service robots will be taking care of the elderly in their homes, and military robots will have their own targeting and firing protocols. Colin Allen and Wendell Wallach argue that as robots take on more and more responsibility, they must be programmed with moral decision-making abilities, for our own safety. Taking a fast paced tour through the latest thinking about philosophical ethics and artificial intelligence, the authors argue that even if full moral agency for machines is a long way off, it is already necessary to start building a kind of functional morality, in which artificial moral agents have some basic ethical sensitivity. But the standard ethical theories don't seem adequate and more socially engaged and engaging robots will be needed. As the authors show, the quest to build machines that are capable of telling right from wrong has begun. *Moral Machines* is the first book to examine the

challenge of building artificial moral agents, probing deeply into the nature of human decision making and ethics.

## Playing the past : history and nostalgia in video games

*Edited by Zach Whalen  
and Laurie N. Taylor*  
Nashville, TN :  
Vanderbilt University  
Press, 2008.

794.8 PLA



Brings together a group of interdisciplinary scholars to examine the complementary notions of history and nostalgia as they are expressed through video games and in gaming culture. By focusing on specific games, historical periods, and media ecologies, these essays collectively take an in-depth look at the related topics of nostalgia for classic gaming, gaming and histories of other media, and representations of real history in video games.

## Race and entrepreneurial success : Black-, Asian-, and white-owned businesses in the United States

*Robert W. Fairlie and  
Alicia M. Robb*  
Cambridge, MA : MIT  
Press, 2008.

338.6 FAI



Examines racial disparities in business performance and in particular why Asian-owned firms perform well in comparison to white-owned businesses and black-owned firms who typically do not. They also explore the broader question of why some entrepreneurs are successful and others are not, and the importance of human capital, financial capital, and family business background in successful business ownership.





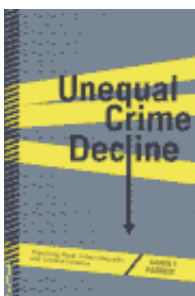
## Rethinking juvenile justice

Elizabeth S. Scott and  
Laurence Steinberg  
Cambridge, MA : Harvard  
University Press, 2008.

345.73 SCO

Two leading scholars in law and adolescent development offer a comprehensive and pragmatic way forward. They argue that juvenile justice should be grounded in the best available psychological science, which shows that adolescence is a distinctive state of cognitive and emotional development. Although adolescents are not children, they are also not fully responsible adults.

## Unequal crime decline : theorizing race, urban inequality, and criminal violence

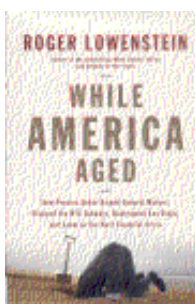


Karen F. Parker  
New York, NY : New York  
University Press, 2008.

364.2 PAR

Presents a structural and theoretical analysis of the various factors that affect the crime decline. Looking particularly at the past three decades and the shifts that have taken place, the author offers original insight into which trends have declined and why.

## While America aged: how pension debts ruined General Motors, stopped the NYC subways, bankrupted San Diego, and loom as the next financial crisis



Roger Lowenstein  
New York, NY : Penguin  
Press, 2008.

331.25 LOW

Explores how and why corporations and governments made ruinous pension and health care promises to

American workers. These promises are now coming due and they threaten to hit twenty-first-century America like a tsunami.

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## CINEMATOGRAFIA

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### Halliwell's the only film guide that matters : film, video & DVD and guide 2008

[edited by] David  
Gritten  
London :  
HarperCollins  
Publishers, 2007.

REF 791.43 HAL



Featuring over 24,000 entries and covering more than a century of films, Halliwell's reaches into all areas of world cinema, from the classics of the silver screen to the latest Hollywood blockbusters. Updated and added to every year, it's the undisputed bible for film enthusiasts of all ages.

### Inventing film studies

Lee Grieveson and  
Haidee Wasson,  
editors  
Durham, NC : Duke  
University Press,  
2008.

791.43 GRI

Offers original and provocative insights into the institutional and intellectual foundations of cinema studies. Beginning with the first investigations of cinema in the early twentieth century, this volume provides detailed examinations of the varied social, political and intellectual milieus in which knowledge of cinema has been generated.

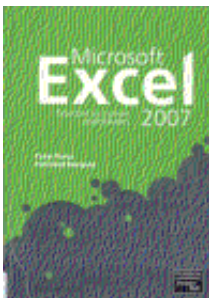


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## COMPUTACION

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### Manual de aprendizaje Microsoft Excel 2007 : Descubre sus nuevas posibilidades



César Pérez y Felicidad Marqués  
Mexico : Pearson  
Prentice Hall, 2007.

S 005.369 PER

Este manual guía al usuario por las novedades y las funciones ya tradicionales de Excel que le han llevado a ser la hoja de cálculo más popular, convirtiéndose en una herramienta imprescindible tanto en el ámbito profesional como en disciplinas científicas, especialmente las relacionadas con matemáticas, estadística, economía, sociología y psicología.

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## DEPORTES

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### The glory game : how the 1958 NFL championship changed football forever



Frank Gifford ; with  
Peter Richmond  
New York : Harper,  
2008.

796.3326 GIF

A fiftieth anniversary tribute to the 1958 National Football League championship game between the New York Giants and the Baltimore Colts, told by a recipient of the MVP award, traces each team's story and winning season while evaluating the game's historical relevance.

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## DANZA

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### Ballroom, boogie, shimmy sham, shake: a social and popular dance reader



Edited by Julie Malnig  
Urbana, IL : University of  
Illinois Press, 2009.

792.309 BAL

Documents the rich and varied history of social dance and the multiple styles it has generated, while drawing on some of the most current forms of critical and theoretical inquiry. The essays cover different historical periods and styles; encompass regional influences from North and South America, Britain, Europe, and Africa.

### Sports and the racial divide : African American and Latino experience in an era of change



Edited by Michael E.  
Lomax  
Jackson, MS :  
University Press of  
Mississippi, 2008.

306.4 SPO

Explores the intersection of race, ethnicity, and sports and analyzes the forces that shaped the African American and Latino sports experience in post-World War II America. Contributors reveal that sports often reinforced dominant ideas about race and racial supremacy but that at other times sports became a platform for addressing racial and social injustices.

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## DESASTRES NATURALES

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### 1906 San Francisco earthquake [videorecording]



*Produced and directed by  
Robert Erickson*  
New York : A & E Television  
Networks, 2008.

DVD 979.461 ONE

Describes the San Francisco earthquake of April 18, 1906, which opened up a 270-mile fissure along the San Andreas Fault and caused three days of fires that virtually destroyed the city. The city was rebuilt but suffered from many of the same weaknesses as the demolished boom-town. Through computer modeling and other techniques, shows the likely results if a quake of similar strength were to strike now: billions of dollars in damages, collapsed buildings and bridges, and casualties running into the tens of thousands.

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## DOCUMENTALES

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### The history of Christmas [videorecording]



New York : A & E  
Television Network, 2008.

DVD 394.266 HIS

Hop on Santa's sleigh and take an enchanting journey through the history of the world's favorite holiday. Learn the origins of the Western world's most enduring traditions.

### Protegiendo al presidente [videorecording]



*Directed by Peter Schnall*  
Mexico : En Pantalla  
Producciones, 2008.

S DVD 352.23 PRO

Sigue a un grupo élite de hombres y mujeres que conforman el

impresionante grupo de seguridad del presidente de Estados Unidos. Para ellos, el peligro está en cada esquina. El trabajo de los agentes del Servicio Secreto es erradicar toda amenaza posible. Descubra qué capacidades y habilidades deben tener estos extraordinarios miembros, dispuestos a sacrificar sus vidas para proteger al presidente.

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## ECONOMIA

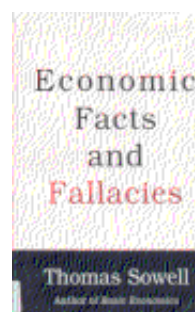
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### Economic facts and fallacies

*Thomas Sowell*  
New York, NY : Basic  
Books, 2008.

330 SOW

Exposes some of the most popular fallacies about economic issues in a lively manner and without requiring any prior knowledge of economics by the reader. These fallacies include many beliefs widely disseminated in the media and by politicians. One of the book's themes is that fallacies are not simply crazy ideas but in fact have a certain plausibility that gives them their staying power--and makes careful examination of their flaws both necessary and important, as well as sometimes humorous.

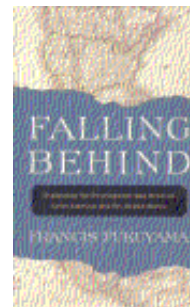


### Falling behind : explaining the development gap between Latin America and the United States

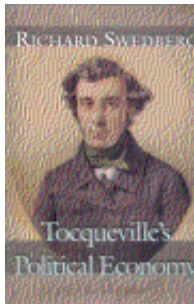
*Edited by Francis  
Fukuyama*  
Oxford ; New York, NY  
: Oxford University  
Press, 2008.

338.98 FUK

In 1700, Latin America and British North America were roughly equal in economic terms. Yet over the next three centuries, the United States gradually pulled away, and today the gap is huge. Why did this happen?



Was it culture? Geography? Economic policies? Natural resources? Differences in political development? The question has occupied policymakers and scholars for decades, and the debate remains intense. The author gathers together some of the world's leading scholars on the subject to explain the nature of the gap and how it came to be.



### **Tocqueville's political economy**

*Richard Swedberg*  
Princeton, NJ : Princeton University Press, 2009.

330 SWE

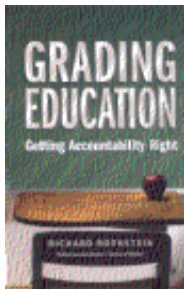
Shows that Tocqueville had a highly original and suggestive approach to economics, one that still has much to teach us today. Through careful readings of Tocqueville, the author lays bare his ingenuous way of thinking about major economic phenomena. In between the publication of his great works, Tocqueville also produced many lesser-known writings on such topics as property, consumption, and moral factors in economic life, which constitute a major contribution to political economy that deserves a place in contemporary discussions about the social effects of economics.

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## **EDUCACION**

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### **Grading education : getting accountability right**



*Richard Rothstein, Rebecca Jacobsen, Tamara Wilder*  
Washington, DC ; New York : Economic Policy Institute : Teachers College Press, 2008.

379.1 ROT

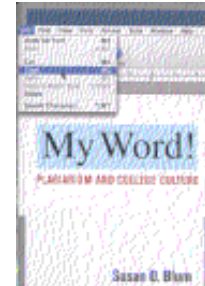
Describes a new kind of accountability plan for public education. It relies upon both higher-quality testing and professional evaluation. This new plan is practical and

builds on capacities we already possess. It requires a big commitment, but one necessary to fulfill responsibilities to provide for our youth and the nation's future.

### **My word! : plagiarism and college culture**

*Susan D. Blum*  
Ithaca, NY : Cornell University Press, 2009.

808 BLU



In a book that dismisses hand-wringing in favor of a rich account of how students actually think and act, the author discovers two cultures that exist, often uneasily, side by side in the classroom. She also presents the voices of today's young adults as they muse about their daily activities, their challenges and the meanings of their college lives.

### **Research, advocacy, and political engagement : multidisciplinary perspectives through service learning**

*Edited by Sally Cahill Tannenbaum*  
Sterling, VA : Stylus Pub, 2008.

378.103 RES



This volume presents inventive approaches to using service learning to introduce students to political engagement. The chapters in this book describe how teachers in Politics, Education, Urban and Regional Planning, Business, Economics, etc., have created effective activities that advance disciplinary knowledge, develop collaboration with communities, and engage students in the political process.



**Teaching the brain to read :  
strategies for improving fluency,  
vocabulary, and  
comprehension**



*Judy Willis*  
Alexandria, VA :  
Association for Supervision  
and Curriculum  
Development, 2008.

428.4 WIL

Offers a unique perspective on how to help students not only learn the mechanics of reading and comprehension, but also develop a love of reading. Author shows the importance of establishing a non threatening environment and provides teaching strategies that truly engage students and help them build phonemic awareness, manipulate patterns to improve reading skills, improve reading fluency, increase vocabulary, etc.



**Teaching for social  
justice? : voices from  
the front lines**

*Connie E. North*  
Boulder, CO : Paradigm  
Publishers, 2009.

370.115 NOR

Examines the process of four K-12 educators and a university based researcher discussing, studying, and acting on the potential power of social justice. Through frequent, lively, and complex meetings, these educators examine their varying educational philosophies, practices and teaching sites. Using experimental writing methods and qualitative methodology, North bridges the great divide between teacher and academic discourse.

**William Barton  
Rogers and the  
idea of MIT**



*A.J. Angulo*  
Baltimore, MD : Johns  
Hopkins University  
Press, 2009.

378.0092 ANG

Exploring the intersection of Rogers's educational philosophy and the rise of technical institutes in America, this biography offers a long-overdue account of the man behind MIT, who was a highly influential scientific mind and educational reformer of the nineteenth century. The author recounts the largely unknown story of one man's ideas and how they gave way to the creation of one of America's premier institutions of higher learning.

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**ELECCIONES**

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**Red state, blue state, rich state,  
poor state : why  
Americans vote  
the way they do**



*Andrew Gelman ... [et  
al.]*  
Princeton, NJ :  
Princeton University  
Press, 2008.

324.973 GEL

Gets to the bottom of why Democrats win elections in wealthy states while Republicans draw richer voters; how the real culture war is being waged among affluent Democrats and Republicans, not between the haves and have-nots, and much more. Gelman uses eye-opening, easy-to-read graphics to unravel the mystifying patterns of recent voting, painting a vivid portrait of the regional differences that drive American politics.

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## FOLKLORE

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### Al' America : travels through America's Arab and Islamic roots



*Jonathan Curiel*  
New York, NY : New Press :  
Distributed by W.W. Norton  
& Co, 2008.

909.0974 CUR

Four out of ten Americans say they dislike Muslims, according to a Gallup poll. "Muslims," a blogger wrote on the Web site Free Republic, "don't belong in America." In a lively, funny, and revealing riposte to these sentiments, journalist Jonathan Curiel offers a tour through the little-known Islamic past, and present, of American culture. From highbrow to pop, from lighthearted to profound, this book reveals the Islamic and Arab influences before our eyes, under our noses, and ringing in our ears. Curiel demonstrates that many of America's most celebrated places retain vestiges of Arab and Islamic culture.

### The Greenwood encyclopedia of folktales and fairy tales



*Edited by Donald Haas*  
Westport, CT :  
Greenwood Press,  
2008.

REF 398.203 GRE, 3  
v.

Offers English speaking readers a unique introduction to the burgeoning field of folktales and fairy-tale studies and provides global and multicultural coverage from antiquity to the present. A wide range of disciplines is represented throughout this encyclopedia. Folklorists, anthropologists, ethnologists, children's literature specialists, film scholars and scholars of literary and cultural studies have all contributed in different but useful ways to the study of folktales and fairy tales.

### Hamburger : a global history

*Andrew F. Smith*  
London : Reaktion, 2008.

641.84 SMI



Traces the history and cultural impact of the hamburger from its beginning as a nineteenth-century American street food sold by vendors to the successful chain operations started by White Castle in 1921, to its impact on food culture around the world.

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## FOTOGRAFIA

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### Seeing Mexico photographed : the work of Horne, Casasola, Modotti, and Álvarez Bravo

*Leonard Folgarait.*  
New Haven [CT] : Yale  
University Press, 2008.

770.972 FOL



This engrossing book presents the photographs of four historically engaged artists and explains what they reveal about the highly dramatic revolutionary and post-revolutionary period in Mexico from 1910 to 1935. The works of these photographers are discussed not just as windows onto events but as artworks that offer both objective reporting and stylized expression.

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## FRONTERA MEXICO- ESTADOS UNIDOS

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### Fronteras en América del Norte : estudios multidisciplinarios

*Alejandro Mercado Celis, Elizabeth  
Gutiérrez Romero, editores*  
México, D.F : Universidad  
Nacional Autónoma de  
México, Centro de  
Investigaciones sobre  
América del Norte, 2004.



S 325 FRO

Las fronteras que México y  
Canadá comparten con Estados Unidos, la  
economía más poderosa del mundo,  
merecen un acercamiento a los conflictos y  
retos que ahí se viven en la actualidad. Por  
ello, este libro aborda la dimensión regional  
por encima de la nacional y se privilegia el  
enfoque comparativo al igual que se  
debaten los aspectos tanto teóricos como  
empíricos con la riqueza que da la  
perspectiva multidisciplinaria.

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## HISTORIA

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### Mexicans in revolution, 1910-1946: an introduction



*William H. Beezley & Colin  
M. MacLachlan*  
Lincoln, NE : University of  
Nebraska Press, c2009.

972.0816 BEE

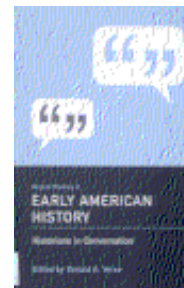
This accessible and gripping  
account guides the reader through the  
intricacies of the revolution, focusing on the  
revolutionaries as a group, and the  
implementation of social and political  
changes. This book recounts how the  
revolutionary generation laid the foundation  
for a better life for all Mexicans.

### Recent themes in early American history : historians in conversation

*Edited by Donald A.  
Yerxa*  
Columbia SC : University  
of South Carolina Press,  
2008.

973.2 REC

This volume is a lively  
forum on disjunctions between colonial and  
revolutionary historiography, that lay readers  
on the subject of the founding fathers,  
explore the emergence of American  
nationalism, examine notions of  
sustainability in colonial agriculture, map  
links between culinary history and national  
identity, and make new inroads into a host of  
standard topics, including the legacy of  
Jamestown and Plymouth, the end of  
Puritanism, and higher education in the  
colonies.



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## INMIGRACION

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### Illegal, alien, or immigrant : the politics of immigration reform

*Lina Newton*  
New York, NY : New  
York University Press,  
2008.

325.73 NEW

Dissects the political  
debates over  
contemporary  
immigration reform. Beginning with a close  
look at the disputes of the 1980s and 1990s,  
the author reveals how a shift in legislators'  
portrayals of illegal immigrants from positive  
to overwhelmingly negative facilitated the  
introduction and passage of controversial  
reforms. Newton's analysis reveals how rival  
descriptions of immigrant groups and the  
flattering or disparaging myths that surround  
them define, shape, and can ultimately  
determine fights over immigration policy.



## Migración internacional, remesas y desarrollo local en América Latina y el Caribe

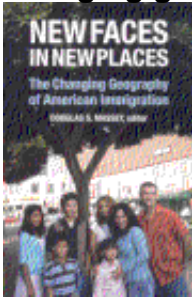
Rodolfo García Zamora, Manuel Orozco, coordinadores  
México, D.F : Universidad Autónoma de Zacatecas : Inter-American Dialogue : Miguel Ángel Porrúa, 2009.



S 304.873 MIG

Desde el inicio del siglo XXI en que la migración y las remesas familiares adquieren grandes dimensiones en América Latina y el Caribe surge un importante debate sobre el impacto que las remesas tienen sobre el nivel de vida de las familias receptoras y sobre la actividad económica a nivel local y regional. Esta investigación fue realizada en cinco ciudades de Ecuador. México, Jamaica, El Salvador y Guatemala.

## New faces in new places : the changing geography of American immigration



Douglas S. Massey, editor  
New York, NY : Russell Sage Foundation, 2008.

304.873 NEW

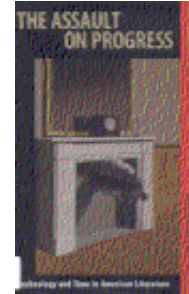
Explores today's geography of immigration and examines the ways in which native-born Americans are dealing with their new neighbors. Using the latest census data and other population surveys, this book examines the causes and consequences of the shift toward new immigrant destinations.

## LITERATURA

### The assault on progress : technology and time in American literature

J. Adam Johns  
Tuscaloosa, AL : University of Alabama Press, 2008.

810.9356 JOH



A belief in progress is a fundamental ethos in American history and culture. This book probes American literary works that challenge the prevailing notion of technology as a manifestation of progress. The author argues that the idea of technology-as-destiny has long been explored in American literary works and that literature remains a crucial site for ongoing debates in this area.

### Teaching North American environmental literature

Edited by Laird Christensen, Mark C. Long, and Fred Waage  
New York, NY : Modern Language Association of America, 2008.



810.9355 TEA

The essays in this volume focus on North American environmental writing, presenting teachers with background on environmental justice issues, eco criticism, and eco feminism. Contributors consider the various disciplines that have shaped the field, including African American, American Indian, Canadian, and Chicana/o literature.



## What should I read next? : 70 University of Virginia professors



**recommend  
readings in history,  
politics, literature,  
math, science,  
technology, the arts,  
and more**

*Edited by Jessica R.  
Feldman and Robert  
Stilling*

Charlottesville, VA : University of Virginia  
Press, 2008.

028.1 WHA

Taps seventy University of Virginia professors in an array of fields for suggestions on how to satisfy this nagging intellectual curiosity "What Should I Read Next?" Each contributor recommends five titles that speak to their area of inquiry, providing both a general introduction and commentary on each selection.

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## MEDIO AMBIENTE

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**Everglades  
[videorecording] :  
America's wild spaces**

*Producer/writer, Brian  
Armstrong*  
United States : National

Geographic, 2008.

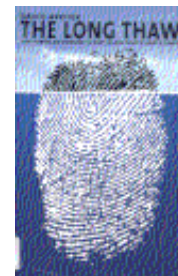
DVD 975.939 EVE

1.5 million acres are home to some of the most unusual creatures on the planet, carnivorous plants, amphibious birds, fish that breathe air and cacti that grow in water. Go beyond the tourist hotspots to explore the hidden reaches of this amazing National Park as never before.

## The long thaw : how humans are changing the next 100,000 years of Earth's climate

*David Archer*  
Princeton, NJ ;  
Oxford : Princeton  
University Press,  
2009.

363.738 ARC



One of the world's leading climatologists, predicts that if we continue to emit carbon dioxide, we may eventually cancel the next ice age and raise the oceans by 50 meters, and shows how just a few centuries of fossil-fuel use will cause not only a climate storm that will last a few hundred years, but dramatic climate changes that will last thousands.

## Perspectives on sustainable resources in America

*Roger A. Sedjo,*  
*editor*  
Washington, DC :  
Resources for the  
Future, 2008.

333.72 PER



Updates readers about the challenges involved in managing America's natural resources, especially in light of the increasing emphasis on sustainability and ecosystem approaches to management. An introductory chapter reviews the concept of sustainability as it has developed in recent years and asks how the concept might apply to individual resource systems.

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## MEDIOS DE COMUNICACION

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### Comprender los medios de comunicación : Las extensiones del ser humano



Marshall McLuhan  
Mexico : Paidós, 2009.

S 302.23 MCL

Libro clásico de la comunicación de masas que en esta nueva edición está relacionado con los últimos avances -de la televisión por cable a los últimos inventos en el campo de la telefonía, pasando por el desarrollo de nuevas tecnologías de la información y la aparición de revistas especializadas- y que vuelve a evaluar el texto a la luz de los cambios tecnológicos, políticos y sociales que se han producido en los albores del siglo XXI.

### Convergence culture: where old and new media collide



Henry Jenkins  
New York, NY : New York University Press, 2008.

302.23 JEN

Provides a riveting introduction to the world where every story gets told and every brand gets sold across multiple media platforms. The author explains the cultural shift that is occurring as consumers fight for control across disparate channels, changing the way we do business, elect our leaders and educate our children.

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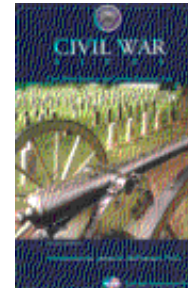
## MONUMENTOS

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### Civil War sites : the official guide to the Civil War discovery trail

James Campi, editor  
Guilford, CT : Globe Pequot Press, 2008.

917.3 CIV



Covering 31 states, the District of Columbia, and three foreign countries, this guide includes more than 600 battlefields, antebellum mansions, state parks, cemeteries, memorials, museums, and other Civil War-related destinations that are part of the Civil War Discovery Trail.

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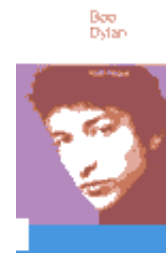
## MUSICA

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### Bob Dylan

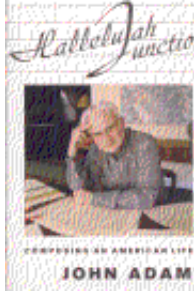
Keith Negus  
Bloomington, IN : Indiana University Press, 2008.

782.421 NEG



Bob Dylan is one of the most important songwriters of our time. His lyrics provided inspiration to countless performers and pointed the popular song in a new direction. With some justification he has been celebrated as a poet, philosopher, and seer. This concise profile focus on the qualities of Dylan songs that have received little attention, and also explores the way Dylan has treated his songs as continually open to change and re-arrangement in concert.

## Hallelujah junction : composing an American life



*John Adams*  
New York, NY : Farrar, Straus and Giroux, 2008.

780.92 ADA

An eminent composer shares the story of his life, from his childhood and early studies in classical composition to his minimalist and "docu-opera" achievements, in an account that evaluates his professional relationships and the social movements that inspired his creative process.

## Music in the USA : a documentary companion



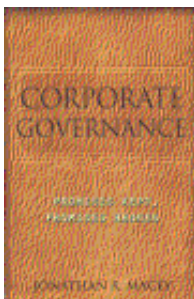
*Judith Tick editor with Paul Beaudoin assistant editor*  
Oxford ; New York, NY : Oxford University Press, 2008.

780.973 MUS

Charts a path through America music and musical life, using as guides the words of composers, performers, and writers. This anthology of primary sources contains 159 selections from 1540 to 2000, offering classics in literature about American music alongside uncommon stories, memoirs, newspaper columns, and congressional testimony.

## NEGOCIOS Y ADMINISTRACION

### Corporate governance : promises kept, promises broken



*Jonathan R. Macey*  
Princeton, NJ : Princeton University Press, 2008.

658.42 MAC

Author argues that less government regulation, not more, is what's needed to ensure that managers of public

companies keep their promises to investors. Macy tells how heightened government oversight has put a stranglehold on what is the best protection against malfeasance by self-serving management: the market itself. Corporate governance, he shows, is about keeping promises to shareholders; failure to do so results in diminished investor confidence, which leads to capital flight and other dire economic consequences.

## Diccionario de management : inglés – español

*Abel Rodolfo Geoghegan*  
Ciudad Autónoma de Buenos Aires : Alfagrama, 2007.

REF S 658.03 DIC

Incluye directorios empresariales, comerciales e industriales; revistas y periódicos especializados, siglas y abreviaturas, frases idiomáticas, frases y términos de uso común en el ámbito empresarial.



## Making sustainability work : best practices in managing and measuring corporate social, environmental and economic impacts

*Marc J. Epstein*  
Sheffield, UK : Greenleaf Pub ; San Francisco : Berrett-Koehler Publishers, 2008.

658.408 EPS

Marc Epstein has produced the ultimate "how-to-do-it" guide for corporate leaders, strategists, academics, sustainability consultants, and anyone else with an interest in actually making sustainability work for organizations. With a growing number of corporate leaders asking for urgent help in "getting this done," the timing of the book could not be better.



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## Relaciones humanas :



### **comportamiento humano en el trabajo**

*Andrew J. DuBrin*  
México : Pearson Educación, 2008.

S 658.3 DUB

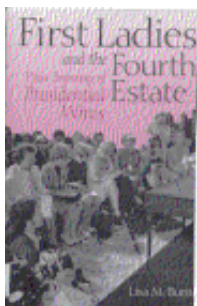
Tener éxito en cualquier puesto que suponga interacción con la gente exige dos amplias series de competencias: habilidades funcionales y habilidades genéricas. Este texto tiene por objetivo ayudar al lector a mejorar sus habilidades interpersonales en el trabajo proporcionándole conceptos básicos así como sugerencias, ejercicios y casos concebidos con el fin de mejorar las habilidades interpersonales en relación con cada tema.

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## PERIODISMO

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### **First ladies and the fourth estate : press framing of presidential wives**



*Lisa M. Burns*  
DeKalb, IL : Northern Illinois University Press, 2008.

973.099 BUR

Analyzes the coverage of presidents' wives in five leading newspapers and magazines to prove that the press has helped shape the first lady institution as well as influence the changing social and political roles of American women. By examining press portrayals of 20th-century first ladies, Burns highlights the intersection of gender, publicity, and power at particular historical moments.

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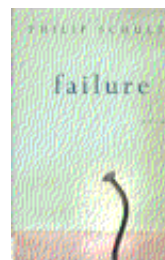
## POESIA

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### **Failure : poems**

*Philip Schultz*  
Orlando, FL : Harcourt, 2007.

811.54 SCH



Philip Schultz gives voice to failures in poems that are direct and wry. He evokes other lives too, and a mind struggling with revolutions both interior and exterior. Failure is a superb new collection, from one of America's great poets.

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## POLITICA Y GOBIERNO

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### **Innovation in global industries : U.S. firms competing in a new world : collected studies**

*Jeffrey T. Macher and David C. Mowery, editors*  
Washington, DC : National Academies Press, 2008.

338.8 INN



The causes and consequences for U.S. competitiveness and living standards of innovation by foreign nations and firms have been long-standing topics of scholarly and policy debate within the United States. What has changed in the global and U.S. domestic economies to transform euphoria in popular evaluations of U.S. economic and innovative performance? What aspects have not changed in the innovation-related competition in which U.S. and foreign firms find themselves engaged? What are the implications for public policy of change in the structure of U.S. firms' innovation-related activities? This volume examines these questions by providing detailed studies of structural change in the innovation process in 10 manufacturing and service industries.

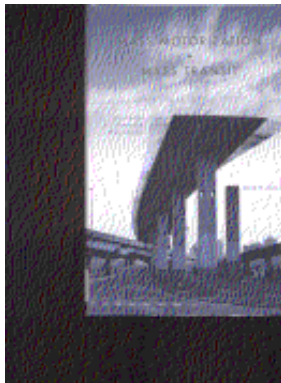


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## POLITICAS PUBLICAS

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### Mass motorization + mass transit : an American history and policy analysis



*David W. Jones*  
Bloomington :  
Indiana University  
Press, 2008.

388.4 JON

Examines how the  
United States  
became the  
world's most  
thoroughly

motorized nation and why mass transit has  
been more displaced in the United States  
than in any other advanced industrial nation.  
The book's historical and international  
perspective provides a uniquely effective  
framework for understanding both the  
intensity of U.S. motorization and the  
difficulties the country will face in moderating  
its demands on the world's oil supply and  
reducing the CO2 emissions generated by  
motor vehicles.

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## PRESIDENTES

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### The assassination of Abraham Lincoln [videorecording]



*Written, produced and  
directed by Barak*  
Arlington, VA? : PBS Home  
Video, 2009.

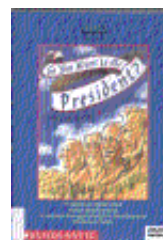
DVD 973.7 ASS

On March 4, 1865, at the  
United States Capitol, a crowd of fifty  
thousand listened as President Lincoln  
delivered his classic second inaugural  
address, urging charity and forgiveness to a  
nation in the final throes of war. Just two  
months later, a train, nine cars long and  
draped in black bunting pulled slowly out of  
a station in Washington, D.C. Dignitaries  
and government officials crowded the first  
eight cars. In the ninth rode the body of

Abraham Lincoln. As the funeral train made  
its way across nine states and through  
hundreds of cities and towns, the largest  
manhunt in history was closing in on  
Lincoln's assassin, the famous actor John  
Wilkes Booth. This American experience film  
recounts a great American drama: two  
tumultuous months when the joy of peace  
was shattered by the heartache of Lincoln's  
death. At the heart of the story are two  
figures who define the extremes of  
character: Lincoln, who had the strength to  
transform suffering into infinite compassion,  
and Booth, who allowed hatred to curdle into  
destruction.

### So you want to be president? [videorecording]

*Presented by Weston  
Woods ; written by Judith  
St. George*  
Weston, CT ; S.I :  
Weston Woods Studios :  
Scholastic, 2002.



DVD 973.099 SOY

Presents an assortment of facts about the  
qualifications and characteristics of U.S.  
presidents, from George Washington to Bill  
Clinton. In the time-honored tradition of  
political commentary, the public and private  
lives of forty-two Presidents are celebrated  
with humor and flair. Narrated with wit and  
wisdom.

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## SALUD PUBLICA

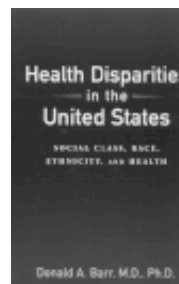
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### Health disparities in the United States : social class, race, ethnicity, and health

*Donald A. Barr*  
Baltimore : Johns  
Hopkins University  
Press, 2008.

362.1 BAR

Explores how  
socioeconomic status,  
race, and ethnicity affect health disparities;  
what the wide gulf in care and health



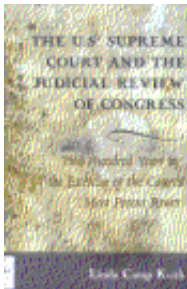
outcomes means for the medical community, cultural subsets, and society at large; and how to address the issue effectively.

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## SUPREMA CORTE

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### The U.S. Supreme Court and the judicial review of Congress : two hundred years in the exercise of the court's most potent power



*Linda Camp Keith*  
New York : P. Lang,  
2008.

347.7312 KEI

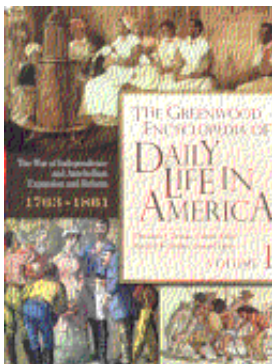
Examines, from a behavioral perspective, the U.S. Supreme Court's exercise of the power of judicial review over Congress across two hundred years of the Court's history, testing the major competing theories in political science through systematic empirical analysis. Concludes that the Court has shown a high level of deference to Congress, with notable historic highs and lows, and generally that the exercise of the power has been less counter-majoritarian than is usually assumed.

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## VIDA Y COSTUMBRES EN ESTADOS UNIDOS

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### The Greenwood encyclopedia of daily life in America



*Randall M. Miller,*  
*general editor*  
Westport, CT :  
Greenwood Press,  
2009.

REF 973.03 GRE,  
4 v.

Reference work and guide that provides up-to-date, authoritative, and readable entries on

the many experiences and varieties of daily life of Americans from the dawn of the republic through the first years of the twenty-first century. The four volumes employ both a chronological and a topical, or thematic, approach.

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## ZOOLOGIA

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### Falcons of North America

*Kate Davis*  
Missoula, MT : Mountain  
Press Pub. Co, 2008.

598.96 DAV



Fierce, bold, and beautiful, falcons hold a special place in the hearts of people. In this book, renowned raptor advocate and environmental educator Kate Davis opens a door into the lives of these extraordinary, enigmatic birds of prey. With contagious enthusiasm, Davis details the lives of six North American falcon species, including results of new research never before published in one volume.

- Consulta las ediciones anteriores de este boletín

[www.usembassy-mexico.gov/bbf/bfproductos.htm](http://www.usembassy-mexico.gov/bbf/bfproductos.htm)

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- Página de la BBF en



[www.usembassy-mexico.gov/bbf/bffacebook.htm](http://www.usembassy-mexico.gov/bbf/bffacebook.htm)

- Visita el calendario de eventos de Embajada de Estados Unidos en México

[www.usembassy-mexico.gov/bbf/eventos.htm](http://www.usembassy-mexico.gov/bbf/eventos.htm)